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CLAIMS

What is claimed is:

1   1.   An apparatus comprising:

2   a storage device having stored therein a plurality of executable instructions; and

3   a processor, coupled to the storage device, to execute the plurality of instructions to

4   implement an information server which, upon receiving a request including a resource

5   identifier for an information page/directory that may or may not exist, constructs and issues

6   one or more queries including the resource identifier to retrieve the requested information and

7   dynamically generates instructions to create the requested information page for provision to a

8   requesting client if the information page/directory does not exist.

1   2.   The apparatus of claim 1, wherein if the information page/directory does exist, the

2   information server provisions the requested information page/directory to the requesting

3   client.

1   3.   The apparatus of claim 1, wherein the resource identifier is comprised of an industry

2   standard product identifier (ISPID).

1   4.   The apparatus of claim 3, wherein the industry standard product identifier is a

2   multiple listing service (MLS) identifier.

1   5.   The apparatus of claim 3, wherein the industry standard product identifier is a vehicle

2   identification number (VIN) identifier.

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1   6.   The apparatus of claim 3, wherein the information server responds to requests for an

2   information page comprised of the ISPID, whether the requested information page exists

3   prior to the request or not.

1   7.   The processor of claim 1, wherein the resource identifier further includes a marketing

2   code.

1   8.   The apparatus of claim 7, wherein the resource identifier containing the industry

2   standard product identifier and marketing code is a uniform resource locator (URL).

1   9.   The apparatus of claim 7, wherein the information server further includes a statistics

2   function to compile and maintain statistics using the marketing code of received requests.

1   10.   The apparatus of claim 9, wherein the information server further includes a report

2   function which periodically, automatically compiles and generates a marketing report based,

3   at least in part, on the compiled marketing statistics.

1   11.   The apparatus of claim 9, wherein the information server further includes a report

2   function which on demand, automatically compiles and generates a marketing report based,

3   at least in part, on the compiled statistics.

1   12.   A method for managing information delivery, the method comprising:

2   receiving a request for an information page from a client including a resource

3   identifier for an information page/directory;

4   determining whether the information page/directory exists; and

5   automatically constructing and issuing one or more queries including the resource

6   identifier to retrieve the requested information from accessible resources if the information

7   page/directory does not exist.

1   13.   The method of claim 12, wherein the resource identifier is comprised of an industry

2   standard product identifier.

1   14.   The method of claim 13, wherein the industry standard product identifier is a multiple

2   listing service (MLS) identifier.

1   15.   The method of claim 12, further comprising provisioning the requested information

2   page/directory to the requesting client if the information page/directory does exist.

1   16.   The method of claim 12, further comprising dynamically generating instructions to

2   create the requested information page and provisioning the generated instructions to the

3   requesting client if the information page/directory does not exist.

1   17.   The method of claim 12, wherein the request is a uniform resource locator (URL).

1   18.   The method of claim 12, wherein the received resource identifier includes a marketing

2   code.

1   19.   The method of claim 18, further comprising:

2   compiling and maintaining a history of received marketing codes; and

3   calculating statistical reports of the received marketing codes.

1   20.   The method of claim 19, further comprising periodically, automatically compiling

2   and generating a statistical report depicting marketing effectiveness based, at least in part, on

3   the calculated statistical reports of the received marketing codes.

1   21.   A storage medium having stored therein a plurality of executable instructions which,

2   when executed, implement an information server having a plurality of functions, including a

3   function to construct and issue queries to accessible resources in response to a received

4   request including a resource identifier for an information page/directory that may or may not

5   exist, and to dynamically generate instructions to create the requested information

6   page/directory for provision to a requesting client if the information page/directory does not

7   exist.

1   22.   The storage medium of claim 21, further comprising a function to provision the

2   requested information page/directory to the requesting client if the information page/directory

3   does exist.

1   23.   The storage medium of claim 21, wherein the resource identifier is comprised of an

2   industry standard product identifier (ISPID).

1   24.   The storage medium of claim 23, wherein the information server responds to requests

2   comprised of an ISPID for an information page/directory whether the requested information

3   page/directory exists prior to the request or not.

1   25.   The storage medium of claim 21, wherein the information server includes a function

2   to identify, compile and maintain a statistical history of marketing codes received in

3   information page requests.

1   26.   The storage medium of claim 25, wherein the information server includes a report

2   generation function which periodically and/or on demand automatically generates a report

3   including the compiled statistical history.